

高等职业教育“十二五”规划教材

高等职业英语数字教材研究项目



Contemporary Business English **Listening and Speaking Course**

# 当代商务英语 听说教程

第 2 版

4

学生用书

总主编 ◇ 何兆熊 本册主编 ◇ 肖惜 何光明



华东师范大学出版社

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F7-43  
18-2  
V1-4

014058184

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华东师范大学出版社

图书在版编目(CIP)数据

当代商务英语听说教程学生用书. 4/姜荷梅,何光明主编. —2版. —上海:华东师范大学出版社,2014. 7  
ISBN 978-7-5675-2388-3

I. ①当… II. ①姜…②何… III. ①商务—英语—听说教学—高等学校—教材 IV. ①H319.9

中国版本图书馆 CIP 数据核字(2014)第 168211 号

高等职业教育“十二五”规划教材 高等职业英语数字化教材研究项目  
**当代商务英语听说教程学生用书 4(第二版)**

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责任校对 姚 望  
装帧设计 新月创意

出版发行 华东师范大学出版社  
社 址 上海市中山北路 3663 号 邮编 200062  
网 址 [www.ecnupress.com.cn](http://www.ecnupress.com.cn)  
电 话 021-60821666 行政传真 021-62572105  
客服电话 021-62865537 门市(邮购)电话 021-62869887  
地 址 上海市中山北路 3663 号华东师范大学校内先锋路口  
网 店 <http://hdsdcbs.tmall.com>

印刷者 昆山亭林彩印厂有限公司  
开 本 787×1092 16 开  
印 张 15  
字 数 292 千字  
版 次 2014 年 8 月第 2 版  
印 次 2014 年 8 月第 1 次  
印 数 2100  
书 号 ISBN 978-7-5675-2388-3/H·716  
定 价 38.00 元(含盘)

出版人 王 焰

(如发现本版图书有印订质量问题,请寄回本社客服中心调换或电话 021-62865537 联系)



# 编者说明

《当代商务英语听说教程》第一至四册为基础阶段听说教材,供高职高专商务英语专业或应用英语专业学生使用,也可供程度相当的自学者使用。

英语语言基础在商务英语教学中的重要地位和作用是显而易见的。在经济全球化浪潮的冲击下,各种涉外工作对外语人才特别是商务英语人才的要求越来越高。这也对教学和教材编写提出了更高的要求。由于高职高专商务英语教学研究起步较晚等多方面原因,出现了相关教材跟不上形势的情况,商务英语听说优秀教材更是极为匮乏。针对这些状况,我们编写本系列教材,希望能对解决这些问题做出我们微薄的贡献。

本教程以高等职业技术学院、独立本科院校商务英语专业学生入学水平的中等程度为起点,即在学习本教程之前,学生已掌握基本的英语语音和语法知识,能认知 1 900 个左右的英语单词(掌握其中 1 200 个),并在听、说、读、写等方面受过初步训练。在学完本教程后,力争做到:中上等水平的学生可以流畅地在工作中使用英语进行沟通,能够从事一般商务英语工作;中等水平的学生基本可以用英语进行交流和沟通,能够从事使用英语的相关商务工作。

本教程第四册以实际的外企工作环境为背景编写,呈现真实商务场景有一定专业水平的沟通实践。本书同时将学习者已学的知识技能融会贯通,进一步提升工作能力和综合素质并引导学习者学以致用。

## 本书各单元由如下部分组成:

Part 1 Practical Listening and Speaking (实用听说)

Word study / Functional listening / Language check / Presenting practice / Communication skills

Part 2 Business Speaking (商务口语)

Role play / Group discussion / A debate

Part 3 Listening Practice (听力技能训练)

Listening focus / Dictation / Conversations / Passage

Part 4 Fun Listening (轻松一刻)

## 本书各部分内容有如下特点:

Part 1 Practical Listening and Speaking (实用听说)

根据最新的语言教学研究成果,本部分将听说结合在一起训练,旨在帮助学生实现从“听:输入——(通过模仿进而)内化——输出:说”的有效循环。通过听说结合训练,让学生在掌握各种听力技能的同时,学习并掌握常见的商务英语词汇和功能句型以及相关的

商务沟通技巧和文化差异。本部分可为实际商务沟通打下扎实的基础,因而实用性和针对性较强。

### 1) Word study

- ✧ **听力训练**: 本部分的词汇和句子配有录音,可以作为听力训练的材料,目的主要是操练重点词汇的听写。
- ✧ **口语训练**: 在听之前,可让学生朗读或口头完成词汇填空。
- **实用性与交际性**: 所有词汇皆为常见、实用商务词汇,按照单元话题进行挑选,听力和口语都选自实际情景练习,学生学习后可以直接在真实场景情况下使用。  
本书根据商务语境,有针对性的提供相关词汇,让学习者真正全面地掌握实用商务新词汇。

### 2) Functional listening

- ✧ **听力训练**: 第四册为熟练级,本部分听力的练习形式主要选用填空题。学生在操练时,会觉得轻松一些,从而提高学习兴趣,增强信心。
- ✧ **口语训练**: 这部分的听力材料也可以用作口语材料。
- **实用性**: 这部分听力练习皆按照单元话题及常见表达功能进行编写,在参考许多商务英语教材的基础上注意提炼最适合学生的表达。
- **交际性**: 这部分的听力材料也可以用作口语材料。教师和学生之间以及学生与学生之间都可以进行充分的交流。

### 3) Language check

- ✧ **听力训练**: 该部分听力训练重点在于功能句型的听写,为口语打基础。
- ✧ **口语训练**: 将功能分解成小话题进行操练,逐个击破、分项掌握,从而让学生更好地记住功能表达,自如地应用功能表达。
- **实用性与交际性**: 该部分一些内容为第二部分听力(Functional listening)的细分,内容切合实用。同时,该部分材料完全适合做口语材料。与国际接轨,国外许多优秀教材都采取了这种听说练习形式。

### 4) Presenting practice

- ✧ **听力训练**: 该部分听力材料仍然围绕单元话题,但具体细节和第二部分听力(Functional listening)有差别,依然是实用的听力材料。
- ✧ **口语训练**: 学生可以按照提示进行商务演讲操练,掌握常见商务句型,增强口语表达能力。
- **实用性**: 所选材料多为实用的沟通技巧或建议。
- **交际性**: 该部分材料完全适合做口语材料,有利于调动课堂气氛,上课效果好。  
该种练习形式在国内同类教材应用不多,最新引进的国外商务英语教材正逐渐使用。

## Part 2 Business Speaking (商务口语)

本部分围绕单元商务话题展开口语训练,从有控制的训练开始,过渡到半开放性的训练,最后达到自由的交流与沟通。练习形式有对话、角色表演、小组讨论等。不同级别练习的难度不同,皆由浅入深、循序渐进。所有材料扣紧真实商务题材,让学生能尽可能模拟真实商务场景,最终达到商务沟通无障碍。

### 1) Role play

◇ 口语训练:采取角色扮演操练形式,进一步巩固功能句型。

➤ 实用性:选材围绕话题,突出功能表达。

➤ 交际性:该部分操练形式为半开放性的训练,互动性和交际性强。

### 2) Group discussion

◇ 口语训练:采取角色表演和小组讨论的形式。提供的材料多为实用的沟通技巧、商务常识以及情景练习等,内容直观易懂、图文并茂。

➤ 实用性:通过学习该部分内容,学生不仅能提高英语沟通技能还可以丰富商务知识,具有很强的实用性。

➤ 交际性:该部分操练形式为开放性的训练,具有很强的互动性和交际性。

### 3) A debate

该部分提供了丰富、有趣的辩论话题。如果班级小的话,教师可将学生分成正方反方进行辩论;如果班级大的话,教师可以先将学生分成若干小组,然后安排学生在小组内辩论。

## Part 3 Listening Practice (听力技能训练)

相对于第一部分的听力,本部分为听力微技能训练,更为侧重听力技能的提高。所选材料大多围绕商务话题,练习形式丰富多样。不仅便于学生快速提高听力水平,同时也为学生参加各种商务英语考试(如:BEC、BULATS、TOEIC等)做好充分准备。

## Part 4 Fun Listening (轻松一刻)

本部分为轻松的听力活动,主要选取歌曲、电影录音片断,辅以绕口令、笑话、幽默等内容。为学生创造轻松的听说氛围,提高学习的趣味性。

## 本书使用说明:

### Part 1 Practical Listening and Speaking (实用听说)

#### Word study

约占10分钟。教师可以在前一节课布置给学生,让学生预习生词。若学生口语基础较好的话,可让学生进行搭档完成词汇填空,然后再听;反之,则可以直接进入听力训练,跳过口语练习。

#### Functional listening

约占10~15分钟。教师可以根据上课时间灵活使用该部分内容。若教师将听说结合起来操练,则这部分可以用作角色扮演的材料。

#### Language check

约占10分钟。教师可以根据学生的水平灵活使用该部分内容。若学生口语基础较好的话,则可以缩短操练时间;反之,则操练时间可以长些。最终目的是能让学生记住并能灵活应用这些功能表达。

#### Presenting practice

约占10分钟。教师可以根据授课时间和学生水平灵活使用。

#### Communication skills

约占10分钟。教师可以布置学生预习本部分内容。

## Part 2 Business Speaking (商务口语)

### Role play

约占 15 分钟。这部分的两人对话是针对第一部分听说结合的功能和情景设计的,应提醒学生在交流中多使用和操练已学的句型。

### Group discussion / A debate

约占 15~20 分钟。这部分内容教师可以让学生进行小组活动。教师应注意提醒学生用英语交流或表达。

## Part 3 Listening Practice (听力训练)

约占 30 分钟或作课后练习。教师可以作为听力训练在课堂上完成。也可以布置学生课后完成本部分内容。

## Part 4 Fun Listening (轻松一刻)

约占 5 分钟。这部分内容教师可以让学生课后温习。

为了方便教师使用,本教程配备了较为详尽的教师用书。每单元的教师用书由两部分组成:第一部分是教学建议;第二部分是录音材料和 Key to exercises,在必要之处我们对所给答案作了简单的解释。我们的意图是把教师用书变成一本十分实用、使用方便的教学参考书。

本册学生用书何光明老师编写每单元第一、二部分及第 9—16 单元的第三部分,Geoffrey Said 参与第一部分编写,其余部分编写的老师有肖惜、孙友义、邵军航、余健明、冯星、李恒平等。全书由肖惜教授统稿,承外籍专家 Theodore Knight 审定,在此表示衷心感谢。错漏之处难免,请教师在使用中指正。

本教程在编写过程中得到常玉田教授(对外经济贸易大学)、邹为诚教师(华东师范大学)、陈洁教授(上海对外贸易学院商务英语学院)、王大伟教授(上海海事大学)、张武保副教授与欧阳护华教授(广东外语外贸大学商务英语学院)、井升华教授(商务英语专家)和刘法公教授(浙江工商大学)等多位英语界和商务英语教学界专家的支持,在此一并对他们表示衷心的感谢。

何兆熊

2009 年 6 月

本书第一版得到广大师生的喜爱和欢迎,根据教师的使用意见,本次修订仍保留了原有的框架与设计,仅对文字做了修订和补充,并增、删了少量图片,以期完善。

编者

2014 年 6 月

## Acknowledgement

We are extremely grateful to the authors and publishing houses for all the materials chosen as content in this textbook. We hope that the request for permission to use the related resources for teaching purposes will receive kind and generous consideration.

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# Bookmap

Units	Contents	Functional listening	Communication skills
Unit 1	<i>Sales — Part One</i>	Understanding selling approaches Understanding the selling process	Understanding the six-step selling process
Unit 2	<i>Sales — Part Two</i>	Overcoming objections and closing the sale Understanding AIDA	Understanding the five effective tips for closing a sale
Unit 3	<i>Customer Service</i>	Understanding customer service Understanding service quality	Understanding the four tips for improving customer service
Unit 4	<i>Marketing — Part One</i>	Understanding the marketing environment Understanding the elements of a marketing plan	Understanding the six steps in marketing research
Unit 5	<i>Marketing — Part Two</i>	Understanding product development and pricing Understanding branding and advertising	Understanding the five tips for advertising your products
Unit 6	<i>Finance</i>	Understanding accounting Understanding the types of financial statements	Understanding accounting in a simple way
Unit 7	<i>Human Resources</i>	Understanding the role of HR Understanding performance appraisal	Understanding HR management
Unit 8	<i>Administration</i>	Understanding the management process Understanding the decision making process	Understanding the four steps for effective decision-making
Unit 9	<i>Import and Export</i>	Inquiring about products and placing orders Negotiating shipments and insurance	Understanding the export process
Unit 10	<i>Business Organizations</i>	Understanding the different forms of businesses Understanding franchising	Understanding the various dimensions of franchising
Unit 11	<i>Leadership and Management</i>	Understanding management Understanding leadership	Understanding the three habits of successful managers

续 表

Units	Contents	Functional listening	Communication skills
Unit 12	<i>Professional Soft Skills</i>	Understanding team building Understanding time management	Understanding the tips for better teamwork and team building
Unit 13	<i>Logistics</i>	Understanding the supply chain Understanding distribution channels	Understanding the six types of distribution channels
Unit 14	<i>E-Commerce</i>	Understanding E-Commerce Understanding the benefits and features of E-Commerce	Understanding the seven tips for writing professional emails
Unit 15	<i>Operations Management — Part One</i>	Understanding operations management decisions Understanding operations management tasks	Understanding operations management
Unit 16	<i>Operations Management — Part Two</i>	Understanding goods and services Understanding global operations	Understanding the relationships between goods and services

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# Unit 1 Sales — Part One



## Unit Goals

- ◇ Understanding selling approaches
- ◇ Understanding the selling process
- ◇ Understanding the six-step selling process

## Part 1



## Practical Listening & Speaking

### A Word study

Work with your partner to fill in the blanks using the words on the left. Listen and check your answers, and then follow the recording.

negated

have confidence in

Salespeople

arouse the client's  
interest

Performance  
characteristics  
making a sale

psychological

generalizations

admiration

- (1) \_\_\_\_\_ is the rate at which goods are produced, and the amount produced.
- (2) The salesperson spoke so well that he was able to \_\_\_\_\_.
- (3) The design of the product makes it \_\_\_\_\_ from others.
- (4) A \_\_\_\_\_ salesperson usually achieves a lot of sales and brings more profits to the company.
- (5) Efforts to increase market share could be \_\_\_\_\_ by reports that the product is dangerous.
- (6) An increase in sales will lead to an increase in company \_\_\_\_\_.
- (7) A \_\_\_\_\_ is a group of people or things that are all of the same type.
- (8) All these new cars have been \_\_\_\_\_, so they have a sleek design.
- (9) A \_\_\_\_\_ product is one that is attractive in a fashionable way.

high performing  
category

streamlined

stylish

stand out

Productivity  
profitability

- (10) \_\_\_\_\_ are those whose job is to sell things.  
(11) My sales team \_\_\_\_\_ my abilities to sell.  
(12) \_\_\_\_\_ usually include capacity, efficiency and speed.  
(13) You can't make \_\_\_\_\_ about what men and women are like.  
(14) I'm full of \_\_\_\_\_ for the top sales staff in our company.  
(15) That salesperson is very good at \_\_\_\_\_.  
(16) Sleep disorders are a serious \_\_\_\_\_ problem.

## B Functional listening

**Task One (Understanding selling approaches):** Listen to the recording of a sales manager discussing the selling approaches. As you listen, complete the following notes using a few words from the recording.

- (1) The manager says that the assistant may make use of a \_\_\_\_\_ to keep the client's attention and interest.  
(2) The assistant says that he had trouble \_\_\_\_\_.  
(3) The manager says that the assistant may have a very \_\_\_\_\_ opening in his sales talk.  
(4) The manager says that salespeople should sound \_\_\_\_\_ to their clients.  
(5) The opening approach the assistant uses is decided by \_\_\_\_\_.  
(6) First of all, the assistant may open with a statement explaining their \_\_\_\_\_.  
(7) Secondly, the assistant can also make use of a question approach to \_\_\_\_\_.



**Task Two (Understanding the selling process):** Listen to the recording of a sales manager discussing the selling process. As you listen, complete the following notes using a few words from the recording.

- (1) The selling process includes the following four steps. First, show the \_\_\_\_\_.  
(2) It incorporates \_\_\_\_\_ such as color, size and price of the product.  
(3) Second, explain the \_\_\_\_\_ of the product. It includes \_\_\_\_\_ such as capacity, efficiency and speed.  
(4) It's important to clarify how the product can be used and how the





product will \_\_\_\_\_.

- (5) Third, lead into the \_\_\_\_\_ of the product. This is a \_\_\_\_\_ of the advantages of the product.
- (6) As a rule, people are more interested in what the product will do for them. The benefits can be both \_\_\_\_\_.
- (7) For instance, owning a \_\_\_\_\_ will attract more admiration than a low-cost one.

## 🎧 Language check

Listen to the recording and complete the following conversations. Then work with your partner to practice them.

S = Salesperson (Male); C = Customer (Female)

### Task One : Selling approaches

#### Opening with a statement

S: As a busy manager, you understand the importance of time. Most busy people would like to have a few extra minutes each day. That's the business I'm in. While I don't actually sell time, I do sell a product that can (1) \_\_\_\_\_.

C: Yes, sure. Everyone would like to save time.

#### Opening with a demonstration

S: This product will not only save your time, but also comes in a range of colors and sizes. It also (2) \_\_\_\_\_. Allow me to demonstrate how it is used.

C: That is very interesting.

#### Opening with a question — Closed

S: Mrs. Wang, is (3) \_\_\_\_\_ important to you?

C: Yes, of course it is.

#### Opening with a question — Open

S: What features are you looking for in a product like this?

C: I want a product that's (4) \_\_\_\_\_.

#### Opening with a question — Rephrasing

S: Are you saying that price is the most important thing you are interested in?

C: Yes, but there is no use in talking. We are very (5) \_\_\_\_\_.

Thanks for coming by.

#### Opening with a question — Redirecting

S: Wouldn't you agree that you constantly need to find new ways to (6) \_\_\_\_\_



\_\_\_\_\_?

C: OK, then. I will give you some time to discuss your product's features, advantages and benefits.

### **Task Two : Selling process (S-E-L-L)**

#### Showing features

S: Let me talk about the physical characteristics of this product.

C: OK. I'm (1) \_\_\_\_\_. Go ahead.

S: It has a streamlined and stylish design in a range of colors.  
It comes in different sizes as well.



C: That's all very good, but how does it (2) \_\_\_\_\_?

#### Explaining advantages

S: What makes our product stand out is its performance characteristics.

C: What makes your product so special?

S: It has a (3) \_\_\_\_\_ and faster speed than any other product on the market.

C: So what's in it for me?

#### Leading into benefits

S: That means lower maintenance costs, increased output, and (4) \_\_\_\_\_.

C: That sounds very interesting. Are there any other benefits?

S: Yes, that means saving costs, which will increase your profitability and (5) \_\_\_\_\_.

C: That would be great. That's part of my job, you know. Can we look at the (6) \_\_\_\_\_?

S: Sure. Here is the catalogue.

C: I see. There are a lot of details in this catalogue.

#### Letting the customer talk

S: So what do you think of our product?

C: (7) \_\_\_\_\_, this product offers many benefits to our company. I really need to discuss this with our Purchasing Manager.

S: Can you set up a meeting for all of us to discuss this further?

C: Sure. I'll (8) \_\_\_\_\_ our Purchasing Manager and get back to you as soon as possible.

## D Presenting practice

Listen to the recording and answer the following questions using a few words from it. Then listen again, and take some notes on the flow chart below. Use your notes and the flow chart to make a mini presentation on the following business topic.

- (1) What should you state in the headline of your ads?
- (2) What is the specific statement for “Our clients get more sales”?
- (3) What is customers’ buying decision usually based on?

**Topic: Three Secrets for Increasing Your Sales**

Opening: Give three secrets.

Point 1: Lead with your biggest benefit.

Point 2: Provide specifics.

Point 3: Dramatize (戏剧化) feelings.



## E Communication skills

Listen to the recording and check (✓) *True* or *False*. Then listen again and fill in the blanks.

	True	False
(1) You try to capture the customer's interest by asking them questions that make them think.		
(2) If you qualify the customer properly, you will be able to satisfy his/her needs and wants.		
(3) In making a presentation, you need to focus on the benefits of your products or services as well.		
(4) Objections are not a step in the selling process, and you should give up the opportunity.		

### Understanding the Six-Step Selling Process

1. The meeting and greeting. This initial introduction will set the stage for the business. This is the icebreaker (打破僵局的東西), the time to get the customer to relax and (1) \_\_\_\_\_. This is your chance to build rapport (友好关系) with the customer so you need to be sincere, friendly and humorous. You try to (2) \_\_\_\_\_ by asking them questions that make them think.

2. Qualifying the customer's needs. This is the step where you ask questions to help you identify what the (3) \_\_\_\_\_. It really is the "who, what, where, when, why and how" of the selling process. If you (4) \_\_\_\_\_ properly, you will be able to fulfill his/her needs and wants.
3. Presentation or demonstration. This is the step where (5) \_\_\_\_\_ can show all they know about their products or services. Naturally, the presentation will (6) \_\_\_\_\_ of the products, the physical characteristics. But, you need to (7) \_\_\_\_\_ the benefits of your products or services as well. The benefits will show the customer "(8) \_\_\_\_\_" and benefits are the reason why people buy the products or services.
4. Handling objections. This step is critical to the (9) \_\_\_\_\_ since objections are usually the customer's reasons for not (10) \_\_\_\_\_ or service. Objections are just another step in the selling process and give you the opportunity to (11) \_\_\_\_\_ in the customer's mind the benefits to them. Now it is not the time to give up. Ask them why they don't like your products or services and (12) \_\_\_\_\_.
5. Closing. After you have (13) \_\_\_\_\_ that the customer presents, you must ask for their business. Generally, the customer will have given you signals (14) \_\_\_\_\_. Your job is to pick up on those signals and ask for their business.
6. Following up. Now that the sale has been made, don't just let that hard work go to waste. Follow up with the customer and start building a long-term relationship.

## Part 2 Business Speaking

### A Role play

**Task One:** In closing a sale, you sometimes need to answer a potential client's questions with a question. The following are some examples. Work together to match the questions on the left to those on the right and then practice saying them within your group.

*Buyer asks*



*Salesperson replies*

